

**In the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. - 20. (Canceled)
21. (Currently Amended) A method ~~for updating user profile of a user on an apparatus comprising:~~  
~~updating a user profile of a user on an apparatus by~~ obtaining an information characteristic of content information;  
obtaining feedback information of said content information from the user;  
obtaining an alert characteristic from the information characteristic;  
determine a comprehensive alert level based on parameters of the alert characteristic;  
weighting the feedback information by the comprehensive alert level; and  
updating said user profile according to the weighted feedback information.
22. (Previously Presented) The method according to claim 21, wherein said information characteristic comprises a content characteristic and particular program information.
23. (Previously Presented) The method according to claim 22, wherein the particular program information is a key word in synopsis.
24. (Previously Presented) The method according to claim 21, wherein said alert characteristic comprises at least one of the following: age, sex, violence, vulgarity, discrimination and drug.
25. (Canceled)

26. (Currently Amended) An apparatus for updating a user profile, comprising:

[[an]] a user communicating receiver means for obtaining information characteristic of a piece of content information and obtaining feedback information of said content information from the user;

a content-alert processor processing means for obtaining an alert characteristic from the information characteristic, determining a comprehensive alert level based on parameters of the alert characteristic and weighting the feedback information by the comprehensive alert level; and

[[an]] a user profile update updating means for updating said user profile according to the weighted feedback information.